

Organ Plays at 9, 11, 11:55 and 4:50

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER  
Fair and Colder

Ready for a New Week With New Fashions and New Interest in the January Sales

**A Famous Portrait Painter Was Engaged Upon His Own Portrait** and asked his intimate friend, standing by, for his opinion of the likeness.

The reply was, "It would be better if you could keep to your own portrait, but you seem to be trying to improve upon your own face."

There is a great deal in the manner of bringing truth forward in such a way that it is not overpainted and made ineffective.

After all, the public is the jury which has the casting vote.

Very few individuals have any true sense of invention.

And your own shadow often falls behind you late in the day.

Strength, sagacity and a straight line are the safest in the long run.

[Signed] *John Wanamaker*

Jan. 10, 1920.

**Fine Afternoon Gowns for Women—\$77 to \$250**

Charming novelties of crepe de chine and satin and charmeuse, besides a few of Georgette crepe. There are no two alike, but we may mention—

A navy charmeuse with flowing sleeves and scarlet lattice work.

A navy satin with broad girde and full tiered skirt.

A navy crepe de chine with tiny irregular satin frills on its skirt.

Navy charmeuse with long beaded tunic and beaded girde.

A taupe charmeuse, bloused and very richly beaded all over.

A golden-brown charmeuse, embroidered, with its lower part of black.

Many of the dresses show slip-on effects and many have the new elbow sleeves. Colors are usually the navies, browns,



taupes and black, which are the most generally becoming. Prices \$77 to \$250.

(First Floor, Central)



**First Showing of New Spring Coats for Women**

**IMPORTANT** because it brings two very interesting new fashion tendencies.

One is the "costume" coat, a cleverly designed garment of silk-and-wool duvetyne, partially fitted into the figure at the waist line and giving the appearance of a smart tailored suit. There is hand embroidery on the coat panels or down the sides and back of the skirt part, on the cuffs and the long square-end shawl collar. In one case the collar and part of the cuffs are of mole.

The other new fashion is as different as possible but none the less charming. A dolman wrap, narrow as to shoulder, full over the arms and finished with a straight band or shirring to make it cling from the knees down.

There are some beautiful wraps of this kind in satin, duvetyne and duvetyne with satin. One very lovely affair has a high turn-over collar of squirrel fur.

As for the prices, they start at \$135 and go to \$300.

(First Floor, Central)

**ALL-BLACK BLOUSES**

are among the correct new things in the Little Salon of Mourning Apparel. They are of crepe de chine, the black being a reliable and excellent shade, and cost \$13.50 to \$18.50. Hand-made blouses of crepe de chine are \$27.50 to \$35. Black silk jersey petticoats are \$13.75 upward. Extra sizes, \$16.50.

(Third Floor, Central)

**APPOINTMENTS may be made in the Salon de Beauté for shampooing, manicuring, scalp and facial treatments. The last is particularly good.**

(Third Floor, Chestnut)

**French Dinner Sets of Exquisite Quality Just Opened**

ONE group of sets marked to sell for \$300 each is a combination of red and gold, the result of what is known in the pottery world as a two-fire process, the gold being right over the red, giving the effect of an overlaid lace. These are sets of the most superb quality, each comprising 106 pieces.

Another French group is composed of 106-piece sets in a very rich combination of black and gold, always a striking and attractive effect in dinnerware. The price of these is \$150 a set.

(Fourth Floor, Chestnut)

**If You Asked for a List of All the Furs in This January Sale—**

it would sound like a fur catalogue — for there's every fashionable fur here! There's the pretty Scotch mole, soft and fine and beautiful (and so much worn this year!), the practical and becoming skunk, the pretty golden brown beaver, all the foxes from cross to pointed fox, the wolf furs,

the rich brown minks and the fine Hudson Bay and Russian sables. There are neckpieces of all the smart styles from little collars to huge stoles and scarfs, and there are muffs to match the neckpieces. \$26.50 to \$500 is the way the prices go. And these prices, incidentally, are precisely a third below the usual selling prices.

**The Fur Coats Are Handsome**

—and these, too, are much below regular, a quarter, to be exact. They include the plain furs like muskrat and beaver and racoon, the pretty gray squirrel

and the Hudson seals (dyed muskrat), as well as the trimmed coats, with contrasting fur collar, cuffs and bands. Fur coats start at \$123.25 and go up to \$1106.25.

(Second Floor, Chestnut)



**If You Make 1920 a Year of Music**

it will be one of the most enjoyable years of your life. And it is not too much to predict that it will be a year of greater achievement, with you.

Because we think of music chiefly in terms of entertainment, we do not give it the credit it deserves for inspiration.

We all know the adage, "All work and no play," and music comes under the head of play; it is a relaxation. Every one is better for an hour or two of music—better in spirit and better in mind.

**The Player-Piano Brings Music to Every One**

You need not be a trained musician, or have a musician in your home in order to get the benefits of music. The player-piano has changed all that.

With a player-piano you can have good music whenever you want it, better music than any but a very few people can make by hand.

But it is important to get a good player-piano, one that is rich in tone and natural in expression. Even with the great strides made in the past twenty years in player-piano development, there is still a vast difference between the fine mechanisms and the inferior.

At Wanamaker's you will find Ampico reproducing pianos and Angelus player-pianos, the greatest two reproducing mechanisms in the musical world. And they are associated with such noted pianos as the Chickering, Schencker, Emerson, Haines Bros., Lindeman, Marshall and Wendell, J. C. Campbell and the celebrated Knabe.

Prices range from \$600 for a player-piano made in the same factory that makes the Angelus to \$3800 for a superb Chickering or Knabe Ampico grand reproducing piano.

(Egyptian Hall, Second Floor)

**Spreading Out a Magnificent Lot of Irish Hand-Loomed Table Cloths and Napkins**

It is almost two years since we have had as superb a collection of hand-loomed tablecloths and napkins as we have the pleasure of unfolding newly for Monday morning.

These are truly beautiful goods, double damask, woven of fine selected flax yarns on hand looms, in the County of Down; bleached to a marvelous degree of lustrous satin-like beauty, and richly patterned in picturesque designs, including some lovely floral effects.

Altogether there are sixteen different styles and grades, six different sizes of cloths and two sizes of napkins.

Tablecloths	Napkins to Match
72x72 inches, \$15 to \$18.75 each.	22½x22½ inches, \$18.75 to \$30 a dozen.
72x90 inches, \$17.50 to \$23.50.	
72x108 inches, \$20 to \$27.50.	
81x81 inches, \$18.75 to \$27.50.	
90x90 inches, \$22.50 to \$30.	27x27 inches, \$25 to \$40 a dozen.

(First Floor, Chestnut)

**On the Trail of Some Unusual Gifts**

One will find some delightful little suggestions among the sterling silver novelties for women. Some of them are just the thing to give a school girl when her birthday comes around.

New fingerette sets of different size bodkins in blue or white enamel on silver, \$8. In sterling silver, \$2.25 and \$3.

Enamel on silver powder boxes, \$4.75 to \$10.50. Or of sterling silver only, \$6.50 to \$8.

Tape measures, \$2.50.

Bag tops, \$18.

(Jewelry Store, Chestnut and Thirteenth)

**Everything That's Needed in the Way of Bed Muslins**

Many good substantial grades are here now which we would be afraid to promise later on and also the various sizes can now be had in plentiful assortment.

Pillow Cases 72x99 inches at \$2.20. 81x90 inches at \$2.10.

Embroidered Pillow Cases Two in each box, \$1.75, \$2, \$2.25 and \$2.75 a box.

(First Floor, Chestnut)

**AN Exhibition of Photographs by the members of the Photographic Society of Philadelphia will be held in the Camera Store—January 12th to 24th, 1920, inclusive.**

(Main Floor, Chestnut)

**AN INTERESTING NEW LOT OF DUVETYNE HANDBAGS**

The newest of them have striking fancy frames of colored celluloid, with unique clasps.

Others have shell finish or etched metal frames.

There are small, medium and large bags in the lot, in deep pouch shapes and round shapes.

Colors are brown, blue and tan and all the bags are daintily silk lined.

Prices \$8.50 to \$30.

(Main Floor, Chestnut)

**WOMEN'S UMBRELLAS AT \$4**

Covers that close-woven cotton known as American tafeta, with silk selvedge. Frames, the paragon sort, with seven and eight ribs. Handles, mission. Altogether they are the best we know for \$4.

(Main Floor, Market)

**THOSE \$3.50 JERSEY CLOTHS ARE PROVING MOST POPULAR**

Fortunately there has just arrived a new shipment of these fashionable all-wool jersey cloths and there are all the good shades for Spring frocks—several blues, peacock, elk, kangaroo, brown, taupe and many others.

They are all 54 inches wide and of a beautiful quality.

(First Floor, Chestnut)

**The London Shop for Women**

has some very fine and distinctive garments for sports wear hereabouts, for travel South and for informal and sports wear at the Winter resorts in warmer climes.

Kenneth Durward London top coats in tweeds, homespun, fleeces and coverts, \$47.50 to \$135.

Imported sports suits of tweed, homespun and "shaggy mist" materials, \$32.50 to \$95.

Sports suits of silk pongee and white and natural linen, \$40 to \$55.

Sports coats of "shaggy mist" to wear with separate skirts, \$20.

Separate skirts of silk, linen and novelty pique, \$10 to \$35.

Camel's hair polo coats in several lengths and styles, \$40 to \$135.

Leather reversible and plain leather coats, \$40 to \$110.

Fine gabardine, cassimere and rubberized rain-coats, in two-tone effects, \$25 to \$45.

Imported cashmere and camel's hair scarfs and shawls, \$10 to \$18.

New capes for sports and street wear, \$50.

Silk sweaters, \$30 to \$100.

Wool sweaters, \$8.50 to \$45.

Silk stockings for sports and evening wear, \$2.50 to \$18.

Wool sports and golf stockings, \$2.75 to \$10.

Silk negligees, \$35 to \$50.

Also, the Custom Sports Shop for Women will make, in time for trips South, suits for walking, golf, tennis and riding, and separate skirts.

(The Gallery, Chestnut)

**Lovely Waists of Georgette**

All in flesh and white. One with hand embroidery and real filet, square neck opening and roll collar, \$18. One hand-embroidered and further ornamented with cut steel beads, \$15. One of tucked and hemstitched crepe with flat, square collar, \$10.75. One with roll collar, tucked, \$10.50.

(Third Floor, Central)

**New Veilings of Two Opinions**

The mesh being one color and the dots another; for example, a nut brown with golden dots, taupe with Copenhagen dots or flesh pink with black dots. They are surprisingly pretty and becoming and are \$1.50 a yard, the same price as dotted veils in solid colors. Another new veiling is a large filet mesh with both large and small dots at \$1.75 a yard.

(Main Floor, Central)

**Women's Initial Handkerchiefs at \$2.10 a Dozen**

Every initial here, too! Snowy, spotless Irish linen, sturdy of weave, makes the handkerchiefs, which have narrow hems and a clear, easily read letter in one corner. Sold by the dozen only.

(West Aisle)

**The Fine Afternoon and Evening Gowns for Young Women Are Now Marked \$20 to \$95**

Every fine frock of the Winter collection is included in this group. These are beautiful, one-of-a-kind dresses, often, and are dresses of unusual distinction and attractiveness.

**The Afternoon Gowns**

are of lustrous meters, of silk tricolettes, of fine satins and of Georgettes in dark blues, taupe and brown shades, as well as lighter colors. They are charming in styles, there is a remarkable variety, and any young woman who wishes a frock for dress or afternoon wear will find this a chance to save many dollars.

(Second Floor, Chestnut)

**The Evening Frocks**

are of nets, taffetas, Georgettes and beautiful satins in white, pink and rose shades, delicate and deeper greens, orchid shades, light blues, maize, gray tones and black. They are embroidered, beaded or trimmed with flowers, fruit or the fashionable feathers.

14 to 20 year sizes.

(Second Floor, Chestnut)

**THE Silk Stocking Shop** has just received two small shipments of interest—**one of open-striped silk hose from France, and one of heavy silk sport hose from England. The first come in white, black, cordovan, gray, pink and ciel, at \$8 a pair; and the second in pink, gray, green and navy, at \$12.50 a pair.**

(First Floor, Market)

**WOMEN'S WHITE SPORT OXFORDS**

White buckskin with wing tips, perforations, white leather soles and heels. Price \$15 in The Little Foot Shop.

(First Floor, Market)

**NEW NARROW RIBBONS**

Lovely two-toned ribbons in exquisite colorings, ¾ inches wide, 5/8 a yard and one inch wide, 58c a yard. Also "crown" edged narrow ribbons in bright colors, ¾ inches wide, 35c a yard and one inch wide, 45c a yard.

(Main Floor, Central)

**CHARMING negligees and breakfast coats made of taffeta, satin, corduroy and crepe de chine are to be found in the French Room. Prices \$23.50 upward.**

(Third Floor, Chestnut)

**A LITTLE lot of Philippine lingerie has come into the Sale of White—nightgowns at \$2.65 to \$5. They are all beautifully hand made and the \$2.65 sorts have dots and scallops, while the others are more elaborately embroidered.**

Incidentally—women are buying in this White Sale not only for the next few months, but for next Summer. It isn't much wonder when you see the garments and consider their prices—only \$1 to \$5.

(Third Floor, Central)

**White Sale Corsets**

At \$1.50 and \$2. L. R. corsets of exceptional value, for average and full figures. At \$1.25 to \$3. A new shipment of Wanamaker Specials, topless models.

(Third Floor, Chestnut)

**More and More As the Servant Problem Grows, the Fireless Cook Stove Becomes a Necessity**

Not every housekeeper is a good cook, but whether she is or not, she can cook every meal just right if she has a "Superb" fireless stove. She will save a great amount of shrinkage in meats, which, in the fireless cooking process, retain their natural juices; she will save a

great amount of worry in the preparation of the meal; she will save anxiety over the baking, and roasting, which are done just right in the fireless cooker; and she will save time and expense.

Two-compartment type, \$26 to \$33. Three-compartment type, \$42.50.

(Fourth Floor, Market)